

**SYSTEM AND METHOD EMPLOYING A MOBILE TELEPHONE
TO RETRIEVE INFORMATION REGARDING AN ARTICLE**

ABSTRACT OF THE DISCLOSURE

A system for, and method of, using a mobile telephone to retrieve information about an article and an associated mobile telephone. In one embodiment, the system includes: (1) a camera, associated with the mobile telephone, that records an image of at least a portion of the article and (2) a database, remote from the mobile telephone, that interprets the image to identify the article and supplies information about the article to the mobile telephone based thereon.